METHOD AND APPARATUS FOR AIDING PRODUCT CONFIGURATION, POSITIONING AND/OR PRICING

ABSTRACT

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Methods, systems and computer program products for aiding new product introduction and for identifying a need for reconfiguring, repositioning and/or repricing existing products are disclosed herein.

For the case of new products, data relating to a proposed new product is
10 obtained from a merchant, data relating to products similar to the proposed new product is obtained from competitors' websites and processed, product attributes and positioning attributes are identified based on the processed data, and at least one marketing mix for the proposed new product is identified based on the identified attributes. Alternatively, online market research is conducted based on the identified
15 attributes and the at least one proposed new product is identified based on a result of the online market research.

For the case of existing products, data relating to one or more of a merchant's products is obtained and data relating to products similar to the merchant's products is periodically obtained from competitors' websites. The data relating to similar products
20 is processed and product and positioning attributes are identified based on the processed data. One or more of the merchant's products that require repositioning and/or repricing are identified based on a change detected in the identified product and positioning attributes.